



## Pagosa Springs Area Tourism Board Scorecard: Event Marketing Grant Application

Members of the Pagosa Springs Area Tourism Board will use a scoring system, according to the parameters described below, to evaluate each application for funding, for a maximum total score of 100.

CRITERIA:	VALUE:
Does the event have the potential to drive destination visitation and increase room nights?	0 - 10
Timing: How well does it contribute to a balanced annual calendar of events? Does it occur at a "need" time? Is the event held during shoulder or off-peak time? <b>If yes, score 10.</b>	0 - 10
Matching Funds: Is the event organizer contributing funds towards a marketing match? <b>If no, score 0.</b>	0 - 5
Marketing Plan: Quality and depth of marketing plan; does it target a niche audience? Does it reach an audience outside of Pagosa Springs?	0 - 20
Does the event have the potential to benefit local businesses (restaurants, lodging, retail, activities)?	0 - 10
Does the event fit with the type of audience we want to attract?	0 - 10
Previous Funding: Has the Event Organizer had any previous infractions with the Tourism Board's funding guidelines and requirements; <b>If no, score 15.</b>	0 - 15
Producer Qualifications: Do they have the ability to produce a successful event that produces a positive impression for Pagosa Springs and the community?	0 - 5

Ability to secure additional funding sources. <b>If yes, score 5.</b>	<b>0 - 5</b>
Leveraging Value and Growth Potential: How great is the potential to attract media exposure, thereby increasing the impact of the Tourism funds? Does the event have opportunity to grow? Will it occur annually?	<b>0 - 10</b>
<b>TOTAL SCORE: (100 MAX)</b>	
<b>Recommended Funding Breakdown:</b>  <b>&gt; 90 points: up to 100% of request</b> <b>75 - 89 points: up to 75% of request</b> <b>50 - 74 points: up to 50% of request</b> <b>Up to 49 points: up to 25% of request</b>	